



# **2026 HONOREE RECOGNITION BREAKFAST SPONSORSHIP PACKAGE**

## **UNITED WAY OF THE MOHAWK VALLEY**

# HONOREE BREAKFAST

The United Way of the Mohawk Valley Honoree Recognition Breakfast is a signature event celebrating individuals and organizations who have made an extraordinary impact across Oneida and Herkimer Counties. This event brings together community leaders, donors, business partners, and nonprofit organizations to recognize leadership, service, and collective impact while raising critical funds to support United Way programs.



**May 6, 2026**



**8:00 AM – 10:00 AM**



**Vernon Downs Casino Hotel**



# SPONSORSHIP OPPORTUNITIES

## 1. PRESENTING SPONSOR

*Contribution: \$15,000 (1 Available)*

### **Benefits:**

- Event naming recognition as Presenting Sponsor
- Premier logo placement on all event materials (digital and print)
- Opportunity to provide brief welcome remarks
- Prominent banner placement near stage or podium
- Reserved premier seating for 8 guests
- Recognition in social media promotions and email communications
- Featured recognition in press releases and media outreach
- Logo placement on event landing page and ticket sales page
- Opportunity to host an informational or engagement table at the event

## 3. SILVER SPONSOR

*Contribution: \$7,500*

### **Benefits:**

- Logo placement on event landing page
- Recognition in select social media promotions
- Mention in press release
- Reserved seating for 4 guests

## 2. GOLD SPONSOR

*Contribution: \$10,000*

### **Benefits:**

- Logo placement on event materials and landing page
- Recognition in social media and email promotions
- Mention in press release
- Banner placement at the event
- Reserved seating for 6 guests

## 4. BRONZE SPONSOR

*Contribution: \$5,000*

### **Benefits:**

- Company name listed on event landing page
  - Mention in press release
  - Recognition in one social media post
  - Reserved seating for 2 guests
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# SPONSORSHIP OPPORTUNITIES CONTINUED

## 5. COMMUNITY IMPACT SPONSOR

*Contribution: \$2,500*

**Benefits:**

- Company name listed on event landing page
- Recognition in one social media post
- Name recognition in event program
- Reserved seating for 2 guests

## 6. LIVE UNITED SPONSOR

*Contribution: \$1,000*

**Benefits:**

- Company name recognition in one social media post
- Company name listed on event landing page

## 7. IN-KIND SPONSORSHIP

*Contribution: Minimum \$250 Value*

**Benefits:**

- Company name listed on event landing page
  - Mention in press release
  - Additional recognition based on value of contribution
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## AUDIENCE & REACH

- Approximately 9,500 email subscribers
- Over 7,000 combined social media followers
- Outreach to media outlets
- Attendance by community leaders, elected officials, nonprofit partners, and donors

## IMPACT OF YOUR SUPPORT

Funds raised through the Honoree Recognition Breakfast support United Way of the Mohawk Valley programs focused on:

- Access to essential services through 211 Mid-York
- Youth leadership and education initiatives
- Transportation access and crisis response
- Food security and housing stability

Sponsors will receive a post-event impact snapshot highlighting how their support made a difference in the community.

### Contact Information

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